

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of providing advertising services to an advertiser entity, comprising the steps of:

requesting, by the advertiser, for an advertising service provider to provide online advertising services for a user;

transferring funds to the advertising service provider in response to receiving the requested online advertising services;

presenting a plurality of questions to the user;

receiving a selection request for one of the plurality of questions;

presenting [[a]] the selected question to [[a]] the user to which advertisements are directed, the question being about a product or service being advertised by the advertiser entity;

soliciting an answer to the selected question from the user; and

providing an incentive to the user if the user answers the selected question correctly.

2. (Original) The method as recited in claim 1, wherein the step of presenting a question further comprises presenting a question about a feature of the product or service being advertised.

3. (Currently Amended) The method as recited in claim 1, wherein the step of soliciting an answer further comprises directing the user to the entity's advertiser's web page to find the answer to the question.

4. (Original) The method as recited in claim 1, wherein the step of providing an incentive further comprises providing gaming credits to the user.

5. (Original) The method as recited in claim 4, further comprising the step of allowing the user to play games online with the gaming credits.

6. (New) The method as recited in claim 5, wherein the online games include at least one of poker, black jack, craps, let-it-ride, or roulette.